

## Four nations launch India's first global path lab consortium

09 October 2017 | News

**Neuberg will combine conventional pathology testing, new generation laboratory techniques and basic Radiology & imaging techniques for enhanced patient outcomes.**



Aggregating the fragmented diagnostic sector of the country, four nations joined forces to launch India's first global Pathology Laboratory Consortium- Neuberg Diagnostics- in Bengaluru.

Founded by the renowned healthcare entrepreneur, Dr. G.S.K. Velu, the international alliance brings together leading laboratories from India, Sri Lanka, South Africa and UAE under one umbrella, making it one among the top laboratory chains of the country from the day one of its inception, both in footprints and revenue.

Neuberg Diagnostics (Neuberg literally translates to New City or New Neighbourhood apart from also being the namesake in honour of the Father of Modern Biochemistry, Carl Neuberg), was conceived with the goal to erase geographical borders and make the world of healthcare one, bringing advanced diagnostics affordable to people across the globe.

The conglomerate, which has a combined diagnostic expertise of over two centuries, is an alliance of top laboratories like Anand Diagnostic Laboratory, Supratech Micropath, Ehrlich lab, Global labs and Minerva Labs, which have already made their presence in their respective countries and states such as Karnataka, Gujarat, Tamil Nadu, South Africa & UAE.

Neuberg will have 3 world class global reference laboratories located in Bengaluru, Ahmedabad, and Durban (South Africa) carrying out advanced range of testing using new generation In vitro diagnostics techniques along with total lab automation & big data analytics tools supported by robust world-class laboratory information system.

These laboratories will have collective annual revenue of INR 400 crores with the formation of the new entity. Neuberg Diagnostics will operate under one corporate team headed by Dr. G.S.K.Velu as the Chairman, Mr. Anand K, will assume the role of Chief Executive Officer, while Dr. Sujay Prasad will be the Medical Director and Dr. Sandip Shah will be the Executive Director. The Technical Board will comprise of top pathologists like Dr. Jayaram, Dr. Bhagyam Nair, Dr. Lorna Madurai, and Dr. Bhavini Shah among others.

The global brand was launched in the presence of the esteemed guests, Ms. Anupriya Patel, Minister of State in the Ministry of Health and Family Welfare, Government of India, Dr Rajitha Senaratne, Minister of Health, Nutrition & indigenous Medicine, Sri Lanka, Dr. Awatif Juma al Bahar, Medical director of Dubai Health Authority, UAE and Prof. Salim S Abdool Karim, Director of CAPRISA & Pro vice-chancellor, University of KwaZulu-Natal in Durban, South Africa along with the senior management officials of the brand.

With full throttle growth expected to take up Indian diagnostics in the near term, the new generation consortium will pool in cutting-edge advanced diagnostics technology and actively perform 5000 plus variety of pathological tests, promoting prevention and early diagnosis, thereby empowering the Indian healthcare consumer. In conjunction with providing comprehensive laboratory services, covering all areas of laboratory medicine, Neuberg will combine conventional pathology testing, new generation laboratory techniques and basic Radiology & imaging techniques for enhanced patient outcomes.

Dr. G.S.K.Velu, Chairman of Neuberg Diagnostics said, "The aim of the partnership is to develop a new shared services model for the provision of pathology services in the Middle East, Africa including west and South India. Neuberg Diagnostics is built on the vision to provide modern, innovative and sustainable services that deliver world-class lab facilities with the focus on high-end technology and services like Genomics and Proteomics to doctors and patients alike."

Anand.K, CEO of Neuberg Diagnostics added, "An association with the pathology experts will lead to the implementation of best practices, adoption of new technology and convert research into innovation, benefiting the medical community and ultimately improving patient care."

Speaking about the new venture, Ms. Anupriya Patel, Minister of State for Health and Family Welfare, India said, "Indian healthcare delivery is growing by leaps and bounds. A global consortium is therefore set to be a major platform to introduce new generation pathology services to the sector, thereby increasing the quality and affordability of the country's healthcare services."

Dr. Hemantha Beneragama, Ministry of Health, Nutrition and Indigenous Medicine, Sri Lanka added, "This global alliance with the top pathology laboratories will help in strengthening our relationships with the neighboring nations. Leveraging the expertise of world-class pathology brands, we look forward to leveling the existing gaps in our healthcare system."